



“Top Deck”

Pilot Parking Program

A Business Friendly Initiative

10-09-12

History/Background

- The top deck of many of the City's parking garages are underutilized
- City Staff began investigating a Discount Parking Program based on small business input

Boush Street Garage



West Plume Street Garage

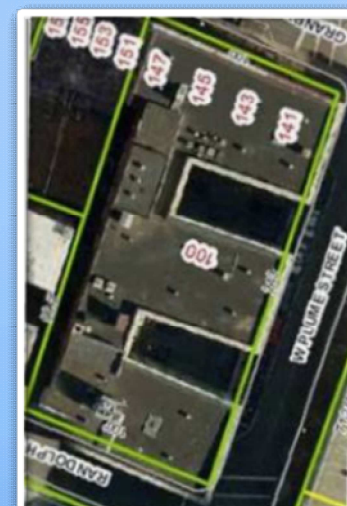


Bank Street Garage

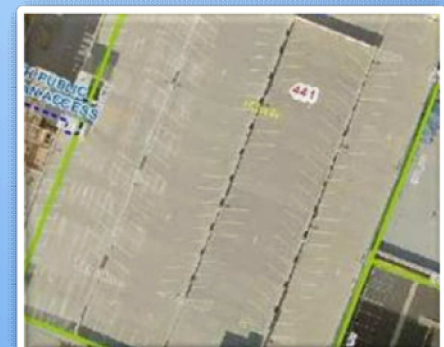


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Bank Street Garage



West Plume Street Garage

Proposed Program Overview

- 6-month Pilot Program
 - Program participants must park on the top decks only
 - Discounted rate, tiered system
 - 24/7 access
 - 3 garages, 300 spaces
 - First come, first-serve basis
 - Not to exceed the capacity of the top deck per garage
 - An application-dated waiting list will be maintained once capacity is reached

Tiered System

- Tier 1 – 100 spaces
 - 50 employees or less
 - New Norfolk business license within preceding 90 days
 - Ability to lock in rate for 2 years
- Tier 2 – 100 spaces
 - 50 employees or less
 - Existing Norfolk business license
- Tier 3 – 100 spaces
 - 51 to 100 employees
- The City Manager has the authority to reallocate the number of spaces assigned to the 3 tiers (not to exceed 300 spaces)

NOTE: Businesses who park 500 or more cars receive the \$50 corporate rate; several \$5 discounts are also available for individuals/businesses meeting certain criteria – details at Division of Parking Customer Service

Rates

- Tiered System Rates*
 - Tier 1 – \$40
 - Tier 2 – \$60
 - Tier 3 – \$70
- Program includes 24/7 access
 - Current 24/7 rate = \$101 to \$111/month
 - Discounts ranges from \$31 to \$71 below the unreserved monthly rate
- Accounts must be in the name of the business or company and access cards must be identified by an authorized, named, individual parker

* No additional discounts will be applied to these rates 8

Enforcement

- Participants who do not park on the top deck will be required to pay the full daily rate for the garage upon exit
 - 1st Offense Business/Company owner and individual parker will receive courtesy warning
 - 2nd Offense Individual will be ticketed (\$30)
 - 3rd Offense Individual's access card will be deactivated and business or company will be notified
 - Continued violations by same company employees may result in removal of company from the program

Program Considerations

- Top Deck desired outcome
 - Through forward-thinking policies and creative incentives, the City of Norfolk seeks to create a business-friendly environment for companies of all sizes
- Similar programs have experienced mixed results in other cities
- Revenue neutral outcome is expected
 - Maximum profit and loss potential are relatively neutral and likely we will see some additional revenue after recouping equipment and associated costs